



**Jeremiah W. Nixon**  
Governor

# State of Missouri Office of Equal Opportunity

Let's work together on Building Missouri's future!

Volume 4, March 2011



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Welcome to Volume 4 of the Office of Equal Opportunity (OEO) Newsletter!

There is without a doubt an urgency for our economy to turn around. Specially, the economy of M/WBEs in the State of Missouri.

In this 4th edition of the OEO Newsletter, you will find a listing of State of Missouri contracts that soon will be expiring and be up for bid.

Preparation is essential to submit a good response to a request for proposal (RFP) that could yield your company a contract with the State of Missouri.

I urge you to use the OEO as your venue to find resources to help you complete an award-winning bid. One of these resources is the Missouri Procurement Technical Assistance Centers (MO PTAC). They can help

you with the solicitation package or provide bid histories, help you in preparing your bid, interpreting the regulations and assisting you with the appropriate certifications, as well as any other unique specifications on each product or service requested. It is our intent to provide you with a starting point to success.

Good luck on your business endeavors!



**Kelvin Simmons**  
Commissioner

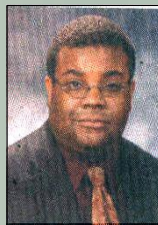
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# Let's talk about Certification....



**Nancy Heyer  
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## HOW DID YOU ACQUIRE OWNERSHIP?

Every applicant seeking M/WBE certification has the burden of demonstrating to OEO, by a preponderance of the evidence, that it meets the requirements concerning group membership, ownership and control of the day-to-day operations of the business. Here are some examples that might be beneficial when considering whether to apply for M/WBE certification.

To be considered eligible to become an M/WBE, at least 51% of the firm must be owned by a minority and/or woman. The applicant enterprise must demonstrate that the majority ownership by a minority and/or woman has not been acquired via a transfer from a non-minority and/or non-female, spouse, relative, or employee within one year.

All securities which constitute ownership for establishing an M/WBE shall be held directly by the minority and/or woman owner (s). The beneficial owner of securities or assets held in trust must be held by a minority and/or a woman and the trustee must be the same or another such individual; or the beneficial owner of a trust is a minority and/or a woman who rather than the trustee, exercises effective control over the management, policy-making, and daily operational activities of the trust. Assets held in a revocable living trust may be counted only in the situation where the same minority and/or woman is the sole grantor, beneficiary, and

trustee.

The contributions of capital and/or expertise must be real and substantial. Examples of insufficient contributions include: a promise to contribute capital, participation in the firm's activities as an employee rather than a manager, or an unsecured note payment to the firm or an owner who is not a minority and/or a woman. *Note: Debt instruments from financial institutions or other organizations that lend funds in the normal course of business would not render a firm ineligible.*

The individual whose expertise is to be considered, must be directly associated with the services or product your company provides, documented in the records of the firm and also have made a significant investment in the firm. OEO will always deem as **held** by a minority and/or woman, in determining ownership, all interests or assets obtained by; result of property settlement or court order in divorce or legal separation or through inheritance or because of the death of the former owner. OEO will presume **not held** by a minority and/or woman all interests in a business or other assets obtained as the result of a gift or transfer from any non-minority and/or non-female who is involved in the same firm which is seeking certification or is an affiliate of that firm; involved in the same or similar line of business; or who is engaged in an ongoing business relation with the firm.

If you have questions or need assistance, please contact our office at 877-259-2963. Please watch for our next issue for information related to control, management and independence.

## WELCOME NEWLY CERTIFIED M/WBE VENDORS FOR JANUARY AND FEBRUARY 2011

### CONSTRUCTION INDUSTRY M/WBE VENDORS CERTIFIED DURING JANUARY AND FEBRUARY

Name	Code	City	Certification #	Service Provided
Pro 31 Trucking	W0	Springfield, MO	W04111	Excavating, hauling services, and sale of top soil.
Koppel Fabrication	W0	Sweet Springs, MO	W04126	Fabricate bridge rail and handrail.
National Steel Construction	W0	Greenfield, MO	W04114	Structural steel erection.
In Wall Systems	W0	Kirksville, MO	W04122	Insulation/construction.
Fritz Construction	M0	Kansas City, MO	M04125	Full service contractor home builder, renovations, major/minor home repairs.
Debra L. Stoeber, Architect	W0	Dearborn, MO	W04123	Architecture.
Clay Plumbing Services	M0	St. Louis, MO	M04116	Commercial plumbing and piping.
Architectural Consortium	W0	Minneapolis, MN	W04108	Architecture, architectural design, site master planning, interior design, construction documents, commercial/retail.
Overhaul Solutions	M2	Overland Park, KS	M04109	Lawn maintenance, landscaping, construction clean up and janitorial services.
Triple 777 Construction	M0	Kansas City, MO	M04113	Gen. construction, comm. and residential side walk public construction, concrete, roofing, drywall, painting (E.P.A. Certified), room editions, tile flooring, cabinet hanging, finish trim, kitchen/bath remodel, H.V.A.C, siding, doors / window install, decks.
Precision Electrical Systems	W0	Liberty, MO	W04117	Electrical installation and service.

## INTRODUCING OUR NEWLY CERTIFIED M/WBE VENDORS FOR JANUARY AND FEBRUARY 2011

SERVICE ORIENTED M/WBE CERTIFIED VENDORS DURING JANUARY AND FEBRUARY				
Name	Code	City	Certification #	Service Provided
John F. Meyer, Inc. dba Rite-Way Truck Broker	W0	Jefferson City, MO	W04112	Truck brokerage.
Stern Brothers & Co.	W0	St. Louis, MO	W04106	Investment banking, municipal bond underwriting, municipal bond remarketing, institutional sales and trading, financial advisory services.
CTL Consulting, LLC	W0	Lee's Summit, MO	W04107	Executive recruitment and interim management for hospitals & healthcare organizations.
Public Health Consulting, LLC	M7	Ozark, MO	B04099	Consulting services in public health, data analysis, research, evaluation, quality improvement of organizational function.
Pleasant Homes, Inc.	W0	Pleasant Hill, MO	W04103	Real estate sales.
DSC Advisory Services, LLC	W0	Columbia, MO	W04118	Consulting, grant writing and public relations.
Henning Law Firm, P.C., The	W0	Kansas City, MO	W04105	Legal services.
Transportation Management Services, Inc.	W0	Kansas City, MO	W04120	Transportation broker and project manager.
Summit Pro Source, LLC DBA @Work Personnel Services	W0	Lee's Summit, MO	W04119	Employment Agency.
Always Something, Inc.	W0	Kansas City, MO	W04104	Full service t-shirt and apparel design company, custom screen printing, custom embroidery, transfers or artwork and digitizing.
Carl's Towing, LLC	W0	Columbia, MO	W04101	Vehicle towing, vehicle storage and vehicle repair.
Terri Montgomery, Inc. DBA Gitchigumi Films	W0	Lake Waukomis, MO	W04124	Commercial, film and digital production.
Premier Promotions, Inc.	W0	Leawood, KS	W04102	Advertising specialties sales.
Mac Con, LLC	W0	Pittsburg, KS	W04115	Sell construction products-drainage pipe HDPE ADS Plastic pipe and PVC, erosion control products, provide erosion installation services, selling fittings of drain basins, selling of erosion control products include silt fence, turn reinforcement mats etc.
Coolsoft, LLC	M1	Louisville, KY	M04100	Information technology consulting services and software development.
3 B's Production Services, LLC	W0	St. Louis, MO	W04127	Film/video production services.
Guarded Exchange, LLC	W0	Kaiser, MO	W04128	Software and service solutions for the corrections industry.
Travelex International, Inc.	W0	Hoffman Estates, IL	W04129	Travel services.
G5 Tek Solutions, LLC	W0	Suwanee, GA	W04131	System administration and support for inmate communications systems.
Certified Safety Manufacturing, Inc.	W0	Kansas City, MO	W04121	Manufacturing of first aid and safety products.
Quinn David & Associates, LLC	M0	Milwaukee, WI	M04130	Business and IT consulting services.

“It has been my observation that most people  
get ahead during the time that others waste.”

Henry Ford





**Carmen Jacobs**  
**Owner of NextGen**  
**Information Services, Inc.**



The Office of Equal Opportunity (OEO) recognizes that tenacity and persistence come alive when speaking of NextGen Information Services, Inc. This Minority-and Woman-owned business has been certified since the year 2000. Since then, Carmen Jacobs, owner and proprietor has demonstrated a keen interest in learning how the procurement process works in the State of Missouri. OEO interviewed this persistent business woman to learn how NextGen has remained a leader in its industry.

**When did you start your business?** NextGen began September 5, 1997 as a Missouri corporation.

**Why did you start your business?** We saw a need for a more responsive company and one that knew the needs of consultants. We had experience as contractors and had a feel for how to meet the various needs of a contractor. While there were many consulting companies, we were cer-

tain if we had a good vision and could articulate our mission to customers and contractors we would be successful. There's always room for another 'good' restaurant and following that reasoning we knew we could form a good consulting company.

**What is your main product or service?** NextGen Information Services provides a wide range of IT professionals ranging from network specialists, testers, developers and project managers.

**What skills and capabilities does NextGen offer the State of Missouri?** When the state of Missouri needs IT professionals NextGen can be that organization that competes to provide the ad hoc or temporary help required for a project or service. We work with large organizations and have an excellent recruiting staff to help find the right resource.

**How can your products benefit the State of Missouri as an organization?** IT consultants who come in for a specific project and timeframe help provide needed resources that have the right market skills and price to fit the state's budget.

**How do you expect the M/WBE certification to help you in obtaining business with the State or other entities?**

The State of Missouri wants to help those companies that have a minority or diverse business structure. NextGen would look to partner with prime contractors and to bid on work opportunities that come available throughout the year.

**How is NextGen positioned to help the State of Missouri in the future?** NextGen is not only in close proximity to Jefferson City (St. Louis based) but we look to improve our standing with other firms providing services to the State of Missouri. We have a minority status of both Hispanic and Woman Owned minority business. We desire to be a value-added partner to both our partners and the State of Missouri.

**Would you like to be  
featured on our website and newsletter?  
Contact us at 877-259-2963 or by e-mail at [Roxana.flores@oa.mo.gov](mailto:Roxana.flores@oa.mo.gov).**

# Virginia Rowe-Pearson

## Information Technology Director at Health and Senior Services, and Mental Health



Virginia Rowe-Pearson

Better known as VA by most of her friends and co-workers, Virginia Rowe-Pearson is the IT Director for the Department of Health and Senior Services (DHSS), and the Department of Mental Health (DMH). In this capacity she supervises more than 100 employees that provide IT Application Development support to both departments.

Mrs. Rowe-Pearson and her employees:

- Maintain system development for the divisions of Alcohol and Drug Abuse, Development Disabilities and Comprehensive Psychiatric Services at DMH and the divisions of Administration, Senior and Disability Services, Regulation and Licensure and, Community and Public Health at DHSS.
- Recommend computer hardware and software to the employees of the aforementioned divisions plus 11 mental hospitals and 28 DMH regional offices.

Mrs. Rowe-Pearson is a native of New Brockton, Alabama. She spent most of her childhood and early education in Saginaw, Michigan. She has been employed by many different Telecommunication providers, such as Pacific Telephone, Sprint, and Michigan Bell, just to name a few. Her first assignment was with General Telephone in San Angelo, Texas. This was the beginning of her IT consulting career.

In 1995, she accepted a position with DMH Management Information Systems in Jefferson City. In 1998, she returned to her consulting career and since then has worked for major telecommunications companies. In January 2009, she became the IT Director at DMH and on January 2011 she was named IT Director at DHSS.

She divides her time between the two agencies to ensure that her focus of improving the IT services provided to the departments is fulfilled. This dedication and determination earned Mrs. Rowe-Pearson the esteemed Pioneer in Technology Award in February 2009.

### *On a personal note!*

**Which talent would you most like to have?** Playing the piano has always been something that I would like to achieve.

**Who are your heroes in real life?** My heroes in real life are Oprah and President Obama.

**What is your motto?** If I dream that I can do it, then I can do it!

**What are your hobbies?** My hobbies are cooking soul food and sewing. As a matter of fact I wish I owned my own business as a restaurant owner.

**What inspires you, and why?** My grandchildren inspire me, because they have so many diverse talents and they teach me something new every day.

**What has been your greatest accomplishment?** I consider getting my degree my greatest accomplishment because I graduated from high school at age 16 and joined the workforce to support my mother and younger brother. When I was finally able to go back to college many years had passed and a lot had changed.

**What advice would you want to share with other women wanting to pursue this type of career?** It is never too late to get the job you want. I retired and came back to a job that I enjoy.

**“Keep your dreams alive.  
Understand that to achieve anything  
requires faith and belief in  
yourself, vision, hard work,  
determination, and dedication.  
Remember all things are possible for  
those who believe.”**

Gail Devers, U.S. Olympic Team three-time Olympic champion in track and field



# Resources for M/WBE Vendors

## Missouri Department of Economic Development Programs for Business

The Missouri Department of Economic Development offers a listing of programs for businesses.

For a full listing, please visit

<http://www.ded.mo.gov/businesses/BusinessAssistance.aspx>

## Missouri Linked Deposit Program

Administered through the state treasurer's office to enable financial institutions to make low-cost loans to businesses and farms to create jobs and help Missouri's economy grow. Visit

[www.treasurer.mo.gov/LinkedDeposit.asp](http://www.treasurer.mo.gov/LinkedDeposit.asp).

## Missouri Procurement Technical Assistance Centers (MO PTAC)

MO PTAC's mission is to assist businesses—including small, disadvantaged and women-owned firms—in obtaining federal, state and local government contracts. Visit

[www.missouribusiness.net/PTAC](http://www.missouribusiness.net/PTAC)

## Missouri Small Business Regulatory Fairness Board (SBRFB)

The SBRFB provides a key interface between state regulatory agencies and affected small businesses. For more information, please visit

<http://www.sbrfb.ded.mo.gov/>

## Missouri Business Portal

An online resource as a single point of entry for business registration, filings, licenses, and permits for doing business in the State of Missouri.

<http://www.business.mo.gov/>

## MoFAST: SBIR/STTR Program

Help for entrepreneurs and small businesses seeking federal funding for technology and life sciences businesses, products, research and development.

Visit [www.mofast.net](http://www.mofast.net).

## Missouri Women's Council

Provides information and resources regarding business, education and career development to Missouri's women. Visit [www.womenscouncil.org](http://www.womenscouncil.org) or call toll free at 877-426-9284.

**1,634**

State of Missouri Certified M/WBE Vendors waiting to do business with you! Please visit

<http://>

[www.directory.oeo.oa.mo.gov/](http://www.directory.oeo.oa.mo.gov/)

# Future Events

## Simple Steps to Starting Your Own Business Presented by SCORE April 9 - 11, 2011

[http://www2.bizjournals.com/kansascity/calendar/?op=event\\_details&listing\\_id=181621](http://www2.bizjournals.com/kansascity/calendar/?op=event_details&listing_id=181621)

## 12th Annual U.S. Department of Energy Small Business Conference & Expo May 10 - 12, 2011

Sponsor: U.S. Department of Energy  
Kansas City, MO

[www2.bizjournals.com/kansascity/calendar/event](http://www2.bizjournals.com/kansascity/calendar/event)

## 53rd Annual Governor's Conference on Economic Development Sept. 21-23, 2011

University Plaza Hotel and Convention Center  
Springfield, MO

<http://www.ded.mo.gov/Conference/GovConference.aspx>

## OEO Staff Presents during the 2011 Hispanic Day at the Capitol



From left to right: Certification Specialist Janet Carter, Certification Officer Nancy Heyer, and Director Alan Green.



2011 Hispanic Day at the Capitol Attendees.

# Business-to-Business Marketing: Why You Should Not Get Left Behind



Elizabeth Birks  
Outreach  
Coordinator

We have heard a million times, that marketing is everything. No matter how great a business owner's service or product is, the company will not thrive without aggressive marketing. In tough economic times, a common mistake that businesses make is cutting costs in the area of advertising. This can prove to be an irreversible and insurmountable disadvantage in the sometimes overwhelmingly competitive world of business.

So you may ask, "how am I to create a sustainable company with limited financial means for advertisement?" Well, you have already taken a great first step in becoming a certified M/WBE with the State of Missouri as the Office of Equal Opportunity (OEO) has many vehicles for free advertising such as our website directory to which all of our certified vendors are added, our business spotlights in our newsletter and our word-of-mouth advocacy efforts with state agency procurement staff and the legislature.

The next step is utilizing other M/WBEs, establishing a business-to-business marketing network. Although many people have heard the term "business-to-business marketing (B2B)," not everyone knows exactly what it is. Put very simply, B2B describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. The most common business-to-business markets are manufacturers, resellers, the government and non-profit institutions. Most businesses that fall into these categories do make some money off of a consumer base; however, the majority of their capital is made off of other businesses. That being said, many times B2B helps keep businesses within their network running.

The B2B world is currently one of the fastest-growing areas of marketing. As technology brings more businesses together, companies are beginning to court each other far more aggressively. And as technology makes the world a smaller place, it becomes more important for marketing and sales professionals to understand and implement the principles of business-

to-business marketing. The benefits of this concept are limitless! Not only are you ensuring that a fellow M/WBE has an opportunity to make money, you are potentially cutting costs for your business and creating a form of automatic marketing by simply doing business.

Below are a few potential advantages of B2B:

- **Time savings** - provides for faster acceptance, ordering processes and savings tracking.
- **Access to original suppliers** - B2B market involvement removes geographic fences and provides approach to original suppliers.
- **Increased sales** - with approach to a wider marketplace, suppliers have the potentiality to increase revenue.
- **Reduced sales and backing costs** - By automating sales and client backing processes companies can cut chief costs around 25-30%.
- **B2B exchanges** - Using the barter system can prove to be an effective cost-savings strategy.

Now that you know a little more about business-to-business marketing, utilize OEO's online directory <http://www.directory.oeo.oa.mo.gov/> to find M/WBEs that provide services that your company needs to survive, and elevate your business today!

"In life and business,  
there are two  
cardinal sins.

The first is to act precipitously without  
thought  
and the second is to not act at all."

Carl Icahn, American Financier

# CONTRACTS EXPIRING IN APRIL OR MAY 2011

## COMMODITIES CONTRACTS

Contract #	Description	Expiration Date
C110205001	Pediatric Diphtheria & Tetanus Vaccine	4/8/2011
C110166001	Dairy Products - Southern Region	4/14/2011
C108175001	Plumbing Supplies QVL	4/22/2011
C107219001	Pegasys Security System Parts	4/25/2011
C110238001	Mercury Vapor Detectors	4/29/2011
C108207001	Large Truck Repair Services	4/30/2011
C110140001	Bakery Products - Eastern Region	4/30/2011
C109190004-006	Steel, QVL	5/3/2011
C109265001-002	Steel, QVL	5/3/2011
C110214001	Gene Sequencer	5/4/2011
C109218001	Fiber Resin Sheets	5/12/2011
C110267001	Green Peppers and Celery	5/19/2011
C108156001	Uniform Shirt Fabric (White)	5/22/2011
C107188001	Muslin Sheeting Fabric	5/25/2011
C110263001	Motor and Transmission Oil	5/27/2011
C111049001-002	Meat Products - Lunchmeats	5/30/2011
C107217001	HIV Antibody Assay	5/31/2011
C108190001	Medical File Folders/Dividers - DOC	5/31/2011

## PROFESSIONAL SERVICES CONTRACTS

Contract #	Description	Expiration Date
C309102001	JANITORIAL SERVICES - 7545 S. LINDBERGH, STL	4/30/2011
C309198001	JANITORIAL SERVICES - AURORA, MO	4/30/2011
C308197001	JANITORIAL SERVICES - MARSHALL	4/30/2011
C308207001	JANITORIAL SERVICES - KENNETT, MO	4/30/2011
C308090001 through C309090021	LANGUAGE TRANSLATION - WRITTEN	4/30/2011
C308169001	PRINTING: CIGARETTE TAX STAMPS	4/30/2011
C308171001	PRINTING: MO MOTOR VEHICLE TEMPORARY PERMIT	4/30/2011
C307141001	GENERAL DENTAL SERVICES	5/14/2011
C308164001	JANITORIAL SERVICES - JAMES KIRKPATRICK INFO CENTER	5/15/2011
C307143001	ROUTINE MEDICAL EXAMINATION SERVICES	5/16/2011
C308163002	JANITORIAL SERVICES - GEORGE WASHINGTON CARVER JCMO	5/31/2011
C308187002	JANITORIAL SERVICES - PARK HILLS/FARMINGTON/FREDERICKTOWN	5/31/2011
C308224001	JANITORIAL SERVICES - 3418 KNIPP, JCMO	5/31/2011
C308225001	JANITORIAL SERVICES - 1716 FOUR SEASONS-JCMO	5/31/2011
C307140001	MISSOURI HOMELAND SECURITY CONSULTING & TECHNICAL ASSISTANCE	5/31/2011

## ITSD CONTRACTS

Contract #	Description	Expiration Date
C206001001	Info/ETL Software & Support Services	4/3/2011
C208022001	Transfer Services for an Information System	4/9/2011
C204078001	Microwave Transmission Equipment/Services	4/11/2011
C208027001	UI EPC Services	4/17/2011
C201049001	SAS PC Software & Support Services	4/30/2011
C206040001	IT Research & Advisory Services	5/10/2011
C205070001	Offender Telephone Services	5/18/2011
C207047001	Project Management System	5/23/2011
C202077001	LMS Software Upgrade & Maintenance Support	5/30/2011
C205074001	EDFS - 70 Software Updates/Maint.	5/31/2011
C211056001	Kenwood Two-Way Radios	5/31/2011



OEO Director Alan Green speaks to representatives of the Gaming Commission and various casino representatives



Roxy Flores addresses the attendees at the NAACP Legislative Day at the Capitol



## \$269 Million Boost in Small Biz Loans

\$26.9 million from U.S. Treasury seeks 10 to 1 match in additional private lending.

Ask most entrepreneurs, and “access to capital” is the No. 1 challenge they face. While financing to start and grow businesses has always been difficult, particularly in the Midwest, the past three years saw small business funding reduced to barely a trickle. But Missouri and two other states are getting federal help to increase the flow of capital.

The U.S. Treasury Department announced this week it would provide \$26.9 million to Missouri as part of the State Small Business Credit Initiative (SSBCI). Connecticut will receive \$13.3 million and Vermont \$13.2 million under the program. The SSBCI expects the states to leverage the funds with at least a 10 to 1 private match, meaning the federal dollars would spur a total of \$534 million in additional private lending.

“These critical funds will help small businesses access the capital they need to expand their operations, create new jobs, and continue supporting our nation’s economic recovery,” said Treasury Secretary Tim Geithner. “Public-private lending partnerships, such as the State Small Business Credit Initiative, have a proven track record of success, and I’m pleased that this funding is on its way to support economic growth in these states.”

The SSBCI, which supports state-level small business lending programs, is a component of last fall’s Small Business Jobs Act. Under the SSBCI, all states can apply for federal funds for state-run programs that partner with private lenders to increase the amount of capital available to small businesses. The \$1.5 billion overall federal funding commitment for the program is expected to result in at least \$15 billion in additional private lending nationwide.

Missouri is expected to leverage its \$26.9 million in SSBCI funding to generate more than \$269 million in new small business lending in the state. Under its approved plan, Missouri will use \$16.9 million of the funding to establish the hi-tech Missouri Innovation, Development and Entrepreneurial Advancement Seed and Venture Capital Funds (IDEA Funds).

The Missouri IDEA Funds promote the formation and growth of science and technology businesses, providing financing to eligible businesses through four components that correspond to the four stages of venture growth:

1. Pre-seed capital stage financing
2. Seed capital stage financing
3. Venture capital stage financing
4. Expansion stage debt

Collectively, these four components will provide financing opportunities throughout the “continuum of capital,” supporting new venture formation and growth from research and development to commercialization.

Gov. Jay Nixon said the state will invest the funding “wisely and strategically in businesses that will transform Missouri’s economy for the 21st century.”

Missouri’s plan also directs \$10 million of the SSBCI funding to the Grow Missouri Loan Participation Fund, which supports the formation and growth of businesses in the industrial, commercial, agricultural and recreational sectors. The program provides loans of up to \$3 million to businesses with fewer than 500 employees to help attract new enterprises and expand existing companies.

“Along Main Streets in every corner of Missouri, small businesses are a critical force for creating jobs and growing our economy,” Nixon said. “These new resources will help Missouri entrepreneurs grow their operations and turn their dreams into bricks and mortar.”

The U.S. Treasury Department has previously approved funding for SSBCI projects in California, Michigan and North Carolina. Additional applications are expected to be approved in the coming weeks. [Click here](#) for more information about the SSBCI.

Source: [www.ithinkbigger.com/news-updates](http://www.ithinkbigger.com/news-updates)